

Bachelor of Business Administration [Financial Services] [BBA (FS)]

Programme Structure

CODE	COURSE	CREDITS	MARKS	COURSE TYPE	
SEMESTER ONE					
BFS CC 1	Fundamentals of Accounting	4	100	Core	
BFS CC 2	Fundamentals of Management	4	100	Core	
BFS CC 3	Microeconomics	4	100	Core	
BFS CC 4	Indian Financial System	4	100	Core	
Ability Enhancement Compulsory Course					
BFS AECC 1	Communication Skills	4	100	AECC	
BFS AECC 2	Environmental Studies - I	2	50	AECC	
Generic Elective Course (ANY ONE)					
BFS GEC 1	Quantitative Skills	4	100	GEC	
BFS GEC 2	Fundamentals of Computer Applications	4	100	GEC	
Total		26	650		
SEMESTER TWO					
BFS CC 5	Essentials of Management	4	100	Core	
BFS CC 6	Macroeconomics	4	100	Core	
BFS CC 7	Banking in India	4	100	Core	
BFS CC 8	Data Analysis and Quantitative Techniques	4	100	Core	
Ability Enhancement Compulsory Course					
BFS AECC 3	Business Communication	4	100	AECC	
BFS AECC 4	Environmental Studies - II	2	50	AECC	
Generic Elective Course (ANY ONE)					
BFS GEC 3	Research Methodology	4	100	GEC	
BFS GEC 4	Cyber Security	4	100	GEC	
Total		26	650		
SEMESTER THREE					
BFS CC 9	Summer Internship Report and Seminar	4	100	Core	
BFS CC 10	Fund-Based Financial Services	4	100	Core	
BFS CC 11	Indian Securities Market	4	100	Core	
Skill Enhancement Course					
BFS SEC 1	Principles & Practice of Insurance	4	100	SEC	
Generic Elective Course (ANY TWO)					
BFS GEC 5	Financial Management	4	100	GEC	
BFS GEC 6	Strategic Management	4	100	GEC	
BFS GEC 7	Fundamentals of Marketing	4	100	GEC	
Total		24	600		
SEMESTER FOUR					
BFS CC 12	Direct Taxes	4	100	Core	
BFS CC 13	Stock Market Operations	4	100	Core	
BFS CC 14	Fee-Based Financial Services	4	100	Core	
Skill Enhancement Course					
BFS SEC 2	Financial Statement Analysis	4	100	SEC	
Generic Elective course (TWO)					
BFS GEC 8	Cost and Management Accounting	4	100	GEC	
BFS GEC 9	Corporate Restructuring	4	100	GEC	
BFS GEC 10	Organisational Behaviour	4	100	GEC	
Total		24	600		
SEMESTER FIVE					

BFS CC 15	Summer Internship Report and Seminar	4	100	Core	
BFS CC 16	Corporate Finance	4	100	Core	
Discipline Specific Elective					
BFS DSEC 1	E-commerce and E-Accounting	4	100	DSEC	
BFS DSEC 2	Human Resource Management	4	100	DSEC	
BFS DSEC 3	Global Banking	4	100	DSEC	
BFS DSEC 4	Derivatives: Equity and Currency	4	100	DSEC	
Total		24	600		
SEMESTER SIX					
BFS CC 17	Security Analysis and Portfolio Management	4	100	Core	
BFS CC 18	International Finance	4	100	Core	
Discipline Specific Elective Course					
BFS DSEC 5	Entrepreneurship Development	4	100	DSEC	
BFS DSEC 6	Marketing of Financial Services	4	100	DSEC	
BFS DSEC 7	Foreign Exchange Management	4	100	DSEC	
BFS DSEC 8	Mutual Fund Management	4	100	DSEC	
Total		24	600		
GRAND TOTAL		148	4100		

NOTE:

Composition of Total credits:

Core Courses:	18*4	= 72
Ability Enhancement Compulsory Courses:	(2*4) + (2*2)	= 12
Generic Elective Course:	6*4	= 24
Skill Enhancement Course:	2*4	= 08
Discipline Specific Elective Course:	8*4	= 32
Total Credits		= 148

BFS CC1: FUNDAMENTALS OF ACCOUNTING

(4 CREDITS: 100 MARKS)

Objective: *To enable students to understand and apply the principles and practices of accounting.*

UNIT 1: INTRODUCTION (20% marks, 10 sessions)

Basic terms of accounting, Accounting Principles, Concepts, Conventions, IND-AS, Accounting Equation, System of accounting: Cash system and mercantile system, Accounting as information system, Users of accounting information.

UNIT 2: ACCOUNTING PROCESS & PROCEDURE (30% marks, 20 sessions)

Transaction/Event, Voucher: Meaning, Types of Vouchers, Receipt (Credit Voucher), Payment (Debit Voucher), Journal (Accrual) Voucher, Journal, Subsidiary Books (Purchase/Sales Day book, Purchase Return/Sales Return Book, Cash Book (double and triple column, journal proper), Ledger, Trial Balance.; Bank Reconciliation Statement-Meaning and need; Causes of disagreement.

UNIT 3: FINANCIAL STATEMENTS (30% marks, 20 sessions)

Preparation of financial statements: Horizontal and Vertical form. Horizontal Form (Trading A/c, Profit and Loss A/c, Balance Sheet), Vertical form (Income statement and Balance Sheet with and without schedules)

UNIT 4: DEPRECIATION ACCOUNTING (20% marks, 10 sessions)

Meaning; Methods of Depreciation: Straight line method, Reducing balance method, Annuity method, Sinking fund method, Insurance Policy method, Machine Hour Rate, Replacement Method, Revaluation Method and Depletion Method. (Practical problems on First 2 methods only.)

Recommended Readings:

- ❖ Gupta R. L. (1982): Problems and Solutions in Advanced Accounting, New Delhi, Sultan Chand, 8e Hanif M. & Mukherjee A. (2000):
- ❖ Modern Accountancy (Volumes I & II), New Delhi, Tata McGraw-Hill, 2e
- ❖ Maheshwari S. N. (2001): Advanced Accounting, New Delhi, Vikas, 8e Shukla M.C. & Grewal T. S. (1996): Advanced Accounting, New Delhi,

Learning Outcomes: After studying this course students will be able to prepare the Final accounts of a Sole trading concern and a Partnership firm.

BFS CC 2: FUNDAMENTALS OF MANAGEMENT

(4 CREDITS: 100 MARKS)

***Objective:** To acquaint the student with the basic concepts, principles and practices of business management, using case studies to supplement classroom teaching with real -life applications.*

UNIT 1: INTRODUCTION TO MANAGEMENT (25% marks, 10 sessions)

Meaning and Definition of Management, Management Concepts, Scope of Management, Managerial Levels, Principles of Management, Types of Managers, Characteristics of good Manager, Managerial Roles, Managerial responsibility, Management v/s Administration, Management Challenges.

UNIT 2: FUNCTIONS OF MANAGEMENT (25% marks, 10 sessions)

Management process, Planning- Meaning- Definition- Importance- Steps, Organising- Meaning- Definition- Importance- Classification of Organisation- Steps, Staffing- Meaning- Importance, Process, Directing- Meaning- Importance- Elements of Directing, Supervision, Motivation, Leadership & Communication, Controlling- Meaning- Importance- Techniques- Process.

UNIT 3: MANAGEMENT ENVIRONMENT (25% marks, 20 sessions)

Operating environment, Generic environment, Economic dimension, Technological dimension, Socio-cultural dimension, Political & Legal dimension, International dimension, Task environment- Clients, competitors, suppliers, regulation, labour, Internal environment- Board of directors, employees, processes, cultures, climate.

UNIT 4: SOCIAL RESPONSIBILITY OF MANAGEMENT & BUSINESS ETHICS (25% marks, 20 sessions)

Levels of Social Responsibility, Interest groups, Arguments for and against Social Responsibility, Case Study on Social Responsibility.

Business Ethics: Meaning and Definition, Need and Importance, Principles of Ethics, Factors, Code of Ethics, Case study on Business Ethics.

Recommended Readings:

- ❖ Burton G. & Thakur M.: Management Today–Principles & Practices, New Delhi, Tata McGraw-Hill.
- ❖ Chandan J. S: Management Theory & Practice, New Delhi, Vikas publishing house private ltd.
- ❖ James & Stephen & Michael: Principles of Management

Learning Outcomes: After studying this course, students should be able to understand what is meant by management and managerial effectiveness and also identify the roles which are fulfilled while working as a manager

BFS CC3: MICROECONOMICS

(4 CREDITS: 100 MARKS)

Objectives: *To provide students with an understanding of the basic tools of economics and their application in business; to develop students' analytical abilities in the area of business economics.*

UNIT 1: INTRODUCTION

(10% marks, 5 sessions)

Introduction to economics- definition, scope and subject-matter; basic economic problems; micro economics and macroeconomics; meaning and scope of business economics; basic concepts in economics; market and command economies.

UNIT 2: DEMAND AND SUPPLY ANALYSIS

(20% marks, 10 sessions)

Demand Analysis- concept, determinants and demand function, law of demand, demand schedule, and demand curve, expansions tool of demands, individual and market demand, rationale for law of demand(brief explanation of price effect, income effect and substitution effect); demand distinctions, elasticity of demand-types (price, income, cross and promotional), measurement, determinants and use of concepts of elasticity.

Supply Analysis- concept, determinants and supply functions, law of supply, supply schedule and supply curve, elasticity of supply.

UNIT 3: PRODUCTION AND COST ANALYSIS

(30% marks, 20 sessions)

Production- meaning, production function-short- run and long-run, concept,-total, marginal and average product, interrelationship , law of variable proportions-schedule and diagram , stages Return to scale- increasing, decreasing and constant returns to scale, economies and diseconomies of scale.

Cost analysis- concepts- private and social cost, opportunity cost, money cost, economic and accounting costs, short –run costs and long run costs- fixed and variable, total, average and marginal, cost schedules and cost curves.

UNIT 4: MARKETS & PRICING

(40% marks, 25 sessions)

Markets: Meaning, revenue concepts and curves, types of market structure- perfect competition, monopoly, monopolistic competition, oligopoly-features, short-run and long-run price output decisions of the firm under each market structure, cartels and price leadership under oligopoly, price discriminations- meaning and conditions.

Pricing: Price output determination, equilibrium analysis- shifts in demand and supply and impact on equilibrium, time element, pricing methods- cost plus pricing, skimming price and penetration price, administered prices, dual prices, pricing over the life cycle of the product.

Recommended Readings:

1. Begg D, Fischer S & Dornbusch R. (1984) : Economics, London, McGraw-Hill
2. Colander D.C (1994): Economics, Boston, Irwin
3. Dean J. (1992): Managerial Economics, New Delhi, Prentice- Hall of India
4. Mehta P. L. (1999): Managerial Economics- Analysis, problems & cases, New Delhi, Sultanchand and sons.6e

Learning Outcomes: Upon successful completion of the course a student will be able to apply economic principles to management decisions & understand the basic forces governing the operation of competitive market and also distinguish relevant from irrelevant costs for economic decision-making.

BFS CC 4: INDIA FINANCIAL SYSTEM

(4 CREDITS: 100 MARKS)

Objectives: *To acquaint students with the structure and components of the Indian Financial System; to familiarize students with different types of financial institutions and their place in the Indian Financial System.*

UNIT 1: INTRODUCTION TO FINANCIAL SYSTEM (25% marks, 15 sessions)

Savings – Meaning – Need – Emergence – Investment – Meaning — Savings v/s Investment – Objectives of Investment – Role of Savings

Financial System- Meaning – Structure – Functions –Development of Financial system in India – Financial system & Economic Development – Weakness of Indian Financial System.

UNIT 2: FINANCIAL INSTITUTIONS & FINANCIAL INSTRUMENTS

(30% marks, 20 sessions)

Financial Instruments

Meaning, importance and classification of financial instruments - Short Term Instruments, Medium Term Instruments, Long Term Instruments - Primary Securities, Secondary Securities.-Innovative Instruments.

Financial Institutions

Meaning, Functions and Role of Financial Institutions - Banking and Non-banking Financial Institutions

UNIT 3: FINANCIAL MARKETS

(25% marks, 15 sessions)

Meaning, Role, Functions of financial markets.-Money Market: Call Money Market, Commercial Bill market; Treasury Bill market-Capital Market: Primary Market, Secondary Market, Derivative Market - Meaning, features, Participants in all.

UNIT 4: FINANCIAL SERVICES

(20% marks, 10 sessions)

Meaning, importance and types of Financial Services-Fund Based services and Fee Based services

Recommended Readings

- ❖ Bhole L. M. & Mahakud J. (2009): Financial Institutions and Markets: Structure, Growth & Innovations, New Delhi, Tata-McGraw Hill, 5e
- ❖ Pathak B. V. (2008): Indian Financial System, New Delhi, Pearson, 2e
- ❖ Desai V. (2005): The Indian Financial System and Development, Mumbai, Himalaya
- ❖ Gordon & Natarajan: Financial Markets & Institutions, Himalaya

Learning Outcomes: Upon successful completion of the course a student will be able to understand the basic structure of Indian Financial System and also the various financial services available.

**BFS AECC 1: COMMUNICATION SKILLS
ABILITY ENHANCEMENT COMPULSORY COURSE
(4 CREDITS: 100 MARKS)**

Objectives: *To enable the student to communicate effectively and confidently, facilitate interpersonal communication, understand etiquette and to be a good public speaker, the student will be able to communicate in writing effectively, to write reports effectively, to draft communication related to meetings.*

UNIT 1 – INTRODUCTION TO COMMUNICATION SKILLS (20% marks, 10 sessions)

Listening Skills – effective listening, and listening in social situations- Reading Skills - How to improve reading skills, How to cultivate the habit of functional reading, scanning, skimming, rapid reading, careful reading and Fast reading strategies.

UNIT 2 – PUBLIC SPEAKING (20% marks, 10 sessions)

Preparation and developing the topic-Opening a talk and closing a talk-Rehearsing the talk.- Presenting the talk-Drafting frequently made speeches such as welcome, introducing a speaker, a short talk and vote of thanks.

UNIT 3- WRITTEN COMMUNICATION (30% marks, 20 sessions)

Introduction to Written Communication: Objective comprehension - Subjective comprehension

Report Writing: Methods of collecting data for report- Kinds of reports-What a report contains- Individual reports-Committee reports.

Meeting: Drafting Notice and Agenda- Chairing meetings- Drafting Minutes of meetings.

UNIT 4: E- COMMUNICATION (30% marks, 20 sessions)

Introduction to Commercial Correspondence: Principles of commercial correspondence- Language in a business letter including jargon-Parts of a business letter

Letter Writing: Formal Letters – Job Application Letter, Resume, C.V, Acceptance Letter and Resignation Letter- Informal Letters – Letter of gratitude, letter of appreciation, letter of invitation, letter of apology and letter of condolence

Interviews: Types of interviews -Types of interviewers - Candidate's preparation for a job interview- Planning and conduct of a job interview

Suggested Readings

- ❖ M. K. Sehgal & V. Khetrapal - Business Communication (Excel Books).
- ❖ Rajendra Pal – Business Communication (Sultan Chand & Sons Publication)
- ❖ P. D. Chaturvedi – Business Communication (Pearson Education, 1st Edition 2006)
- ❖ Lesikar RV & Pettit Jr. JD – Basic Business Communication: Theory & Application (Tata Mc Graw Hill 10th Edition)
- ❖ Tayler Shinley – Communication for Business (Pearson Education, 4th Edition)

Learning Outcomes: Upon successful completion of the course a student will be able to communicate effectively and confidently.

**BFS AECC 2: ENVIRONMENTAL STUDIES
ABILITY ENHANCEMENT COMPULSORY COURSE
(2 CREDITS: 50 MARKS)**

Objectives: To sensitise students to current environmental issues and educate them about their role in and protection of the environment.

UNIT I: THE MULTIDISCIPLINARY NATURE OF ENVIRONMENTAL STUDIES

(05 Marks -05 Sessions)

Definition, scope and importance, Need for public awareness.

UNIT II. NATURAL RESOURCES: RENEWABLE AND NON-RENEWABLE RESOURCES:

(15 Marks – 20 Sessions)

Natural resources and associated problems: **Forest resources:** Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people ; **Water resources:** Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems; **Mineral resources:** Use and exploitation, environmental effects of extracting and using mineral resources, case studies; **Food resources:** World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies ; **Energy resources:** Growing energy needs, renewable and non- renewable energy sources use of alternate energy sources. Case studies; **Land resources:** Land as a resource, land degradation, man induced landslides, soil erosion and desertification; Role of an individual in conservation of natural resources; equitable use of resources for sustainable lifestyles.

UNIT III. ECOSYSTEMS

(15 Marks – 15 Sessions)

Concept of an ecosystem; Structure and function of an ecosystem; Producers-consumers-decomposers; Energy flow in the ecosystem, Ecological succession, Food chains, food webs and ecological pyramids.

Introduction, types, characteristic features, structure and function of the following ecosystem: a. Forest ecosystem b. Grassland ecosystem c. Desert ecosystem d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

UNIT IV: BIODIVERSITY AND ITS CONSERVATION

(15 Marks – 20 Session)

Introduction - Definition: genetic, species and ecosystem diversity, Bio-geographical classification of India, Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values , Biodiversity at global, National and local levels, India as a mega-diversity nation, Hot-spots of biodiversity, Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts Endangered and endemic species of India Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

Suggested Readings

1. Agarwal, K.C.2001 Environmental Biology, Nidi Pub!. Ltd. Bikaner.
2. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd. , Ahmedabad - 380013, India, Email: mapin@icenet.net (R)
3. Brunner RC., 1989, Hazardous Waste Incineration, McGraw Hill Inc.480p
4. Clark RS., Marine Pollution, Clanderson Press Oxford (TB)
5. Cunningham, W.P.Cooper, TH.Gorhani, E & Hepworth, M.T2001,Environmental Encyclopedia, Jaico Pub!. House, Mumbai, 1196p
6. De A.K., Environmental Chemistry, Wiley Eastern Ltd.
7. Down to Earth, Centre for Science and Environment(R)
8. Gleick, H.P. 1993. Water in crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute. Oxford Univ. Press. 473p
9. Hawkins R.E, Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R)
10. Heywood, VH & Watson, R.T. 1995 . Global Biodiversity Assessment. Cambridge Univ. Press 1140p.

Learning Outcomes: Upon successful completion of the course a student will be able to understanding of the breadth and interdisciplinary nature of environmental issues.

BFS GEC 1: QUANTITATIVE SKILLS

GENERIC ELECTIVE COURSE

(4 CREDITS: 100 MARKS)

Objective: *To develop the students' quantitative skills and to make them proficient in various quantitative techniques which are essential and useful in the world of business and finance.*

UNIT 1: INTRODUCTION TO STATISTICS (20% marks, 10 sessions)

Data classification; tabulation and presentation: meaning, objectives and types of classification, formation of frequency distribution. Role of tabulation, parts, types and construction of tables, significance, types and construction of diagrams and graphs

UNIT 2: THEORY OF EQUATIONS (25% marks, 15 sessions)

Meaning, type of equations-simple linear and simultaneous equations (only two variables) eliminations and substitution method;

Quadratic equations-factorization and formula method ($ax^2 + bx + c = 0$ form) Problems on commercial application.

UNIT 3: PROGRESSIONS (25% marks, 15 sessions)

Arithmetic progressions-finding the n^{th} term of an AP and also sum to 'n' terms of an AP, insertion of Arithmetic means in given terms of AP and representation of AP.

Geometric progression: finding n^{th} term of GP, Insertion of GMs in given GP and representation of GP.

UNIT 4: COMMERCIAL ARITHMETIC (30% marks, 20 sessions)

Ratio and Proportion, Percentages Discount, Commission and Brokerage, Profit & Loss Simple interest, compound interest (including half yearly and quarterly calculation), annuity; discounting, present and future value

Recommended Reading:

- ❖ Arora P.N. & Arora S. (2006): Mathematics, CA-Professional Education (Course-I), [Chapter 11-Matematics of Finance], New Delhi, Sultan Chand, 9e
- ❖ Dikshit A & Jain J.K. (2005): Business Mathematics, Mumbai, Himalaya, 1e
- ❖ Goel A. & Goel A. (2005): Mathematics and Statistics for CA Professional Examination, New Delhi, Taxmann, 3e

Learning outcomes: After studying this course students will be in the position to apply the quantitative techniques in the world of business and finance.

**BFS GEC 2: FUNDAMENTALS OF COMPUTER APPLICATIONS
GENERIC ELECTIVE COURSE**

(4 CREDITS: 100 MARKS)

Objectives: *To familiarize the students with computers and their use, and make them proficient in the use of software packages that are relevant to business, finance and accountancy*

UNIT 1: FUNDAMENTAL CONCEPTS **(20% marks, 13 sessions)**

Introduction to Computer Systems; Block Diagram of a Computer, basic functions of each components, classification of Digital Computers based on size, uses of computers; Operating System Basics – Role of Operating system, Features of the Internet, Accessing the Internet, Working on the Internet.

Networks & Data Communication – The Uses of a Network, How Networks are Structured, Network Topologies, Media & Hardware; The Internet & Online Resources How Internet Works, Features of the Internet, Accessing The Internet Working on the Internet

UNIT 2: WORD PROCESSING & SPREADSHEETS **(50% marks, 32 sessions)**

Using MS – Word & MS – Excel

UNIT 3: DATABASE MANAGEMENT SYSTEM & BUSINESS PRESENTATION PACKAGES **(20% marks, 10 sessions)**

Using MS-Access and MS- PowerPoint

UNIT 4: MANAGEMENT INFORMATION SYSTEMS **(10% marks, 5 sessions)**

Need for MIS, use of computers for MIS, decision support systems.

Recommended Reading:

- ❖ Agarwal N. (2002): financial accounting on computer using tally
- ❖ Cassell P. & Palmar P. (2000): Teach yourself Microsoft Access 2000 in 21 days
- ❖ Curtin D. (1998): Information Technology- The Breaking Wave
- ❖ Jane S. (1999): 'O' level module-I made simple information technology

Learning outcomes: After studying this course students will be in the position to use the software packages that are relevant to business.

**BFS CC 5: ESSENTIALS OF MANAGEMENT
(4 CREDITS: 100 MARKS)**

Objective: *To acquaint the student with the basic concepts, principles, practices and strategies of business management, using case studies to supplement classroom teaching with real -life applications.*

UNIT 1: MANAGERIAL ROLE (30% marks, 20 sessions)

Leadership – Meaning, Need, Functions, Qualities, Styles, Theories – Trait, Behavioural, Situational; Motivation – Meaning, Importance, Theories – Need Hierarchy, X & Y, Herzberg’s; Communication – Meaning, Importance, Types, Barriers, Overcoming barriers, Guidelines; Co-ordination, Direction, Staffing, Budgeting (in brief)

UNIT 2: MANAGEMENT OF CHANGE (25% marks, 15 sessions)

Meaning and definition, Types, Process: resistance to change, causes, Guidelines, Planned change process, Organizational development: definition, characteristics, objectives, need and steps, Case study.

UNIT 3: DETERMINANTS OF INDIVIDUAL BEHAVIOUR (25% marks, 15 sessions)

Concept, Structure, Types of Organization, Significance of Organizational Behaviour., Individual Behaviour- Meaning, Perception-Meaning, Factors influencing Perception, Perceptual Process, Personality- Meaning-Determinants of Personality; Attitude- Meaning-Nature of Attitude-Components of Attitude, Values- Meaning.

UNIT 4: TEAM WORK AND CONFLICT MANAGEMENT (20% marks, 10 sessions)

Nature of teams, types, reasons and stages in team formation. Conflict: meaning, causes, types and conflict management.

Recommended Readings:

- ❖ Chandan J. S. (1997): Management Theory and Practice, New Delhi, Vikas
- ❖ Prasad L. M. (1998): Principles of Management, New Delhi, Sultan Chand & Sons
- ❖ Prasad M. (2003): Management Concepts and Practices, Mumbai, Himalaya
- ❖ Sadler P. (1996): Managing Change, London, Kogan
- ❖ Sherlekar S. A., Appannaiah H. R. & Reddy P. N. (2003): Business Management, Mumbai, Himalaya, 1e
- ❖ K. Aswathappa “Organisational Behaviour” Himalaya Publishing House

Learning outcomes: After studying this course students will be able to understand the individual behaviour and also be able to face and manage conflicts in the organisation.

BFS CC 6: MACROECONOMICS

(4 CREDITS: 100 MARKS)

Objectives: *To familiarise students with the basic concepts of macroeconomics and its relevance for business decision making.*

UNIT 1: THEORY OF INCOME AND EMPLOYMENT (25% marks, 15 sessions)

Introduction: Nature; Scope; Macroeconomics; Issues in an economy; Introduction to national income, concept of GDP and national income; Measurement of national income and related aggregates, nominal and real income

National Income Determination: Actual and potential GDP; Aggregate expenditure-consumption function & Investment function; Equilibrium GDP; concepts of marginal and average propensities to save and consume; concept of multiplier & accelerator

National income determination in an open economy with government- fiscal policy- impact of changes in govt. Expenditure and taxes, net export function: net exports and equilibrium GDP.

UNIT 2: MONEY AND BANKING (25% marks, 15 sessions)

Definition of money; Functions of money; Demand for money; Classical and Keynesian application; Supply of money- role of government, central bank and commercial banks; Process of multiple credit creation; Near money, RBI measures of money supply

UNIT 3: PUBLIC FINANCE (25% marks, 15 sessions)

Budget – meaning, types (balanced & unbalanced, surplus & deficit); concepts of deficit (fiscal deficit, revenue deficit, primary deficit);

Public revenue: sources of govt. revenue; Public expenditure: classification-developmental/non-developmental, plan/non-plan, functional ; Public debt: meaning; classification- internal & external, short- medium- & long term, productive & unproductive, redeemable & irredeemable; Discussion of most recent GOI budget

UNIT 4: BUSINESS CYCLE (25% marks, 15 sessions)

Business cycle: meaning and features; Phases of business cycle; Theories of business cycles, Inflation, deflation: meaning, nature, causes and types; The Philips curve. Stagflation-meaning

Recommended Reading:

- ❖ Diulio E.(1998): Macroeconomics, Schaum's Outlines, New Delhi, Tata McGraw-Hill,3e
- ❖ Dornbusch R. , Fisher S. & Startz R. (1998): Macroeconomics, New Delhi, Tata McGraw-Hill, 7e
- ❖ Farmer R.E.A. (2002): Macroeconomics, Singapore, Thomson-South Western, 2e

Learning outcomes: After studying this course students will be able to understand the individual behaviour and also be able to face and manage conflicts in the organisation.

BFS CC 7: BANKING IN INDIA
(4 CREDITS: 100 MARKS)

Objective: *To provide students with an overview of commercial banking in India; to familiarise students with the regulatory framework of banks in India.*

UNIT 1: INTRODUCTION **(30% marks, 20 sessions)**

Definition(as per Banking Regulation Act) and meaning of banking, and importance of banks, structure of Indian Banking system- Scheduled and Non-Scheduled, commercial, cooperative and regional rural banks.; Meaning, nature, definition and importance of commercial banks, Growth, development and weaknesses of Indian Commercial Banking system from nationalisation to reforms (in brief); Banking sector reforms and development in banking since 1990's; Relative importance of public sector banks, private sector banks and foreign banks.

UNIT 2: FUNCTIONS OF BANKS **(20% marks, 10 sessions)**

Accepting deposits: types of deposits- saving, current, fixed, recurring, pigmy and other deposits, d-mat accounts, deposits at call and short notice, KYC forms to be followed while opening accounts; Deployment of Advances: Types of advances- loans, cash credit, bank overdraft, temporary overdraft, clean and secured advances, bridge loans, participation loans, purchase of bills, bill discounting, Principles of secured advances, Lien, Pledge, Hypothecation, Mortgage- Features and Differences; Other functions-Remittances, Generic utility and agency functions.

UNIT 3: BANK INSTRUMENTS **(20% marks, 10 sessions)**

Cheque- Meaning, requisites, types, crossing; demand draft; bank draft/pay order (working for all).; Precautions in Payment of Customer's Cheques- Paying banker's duties and rights; Statutory protection to paying banker; Payment of forged cheque; Return of Cheques. ; Precautions in collecting Customer's cheque- Collecting banker's duties and rights; statutory protection to collecting banker.

UNIT 4: RESERVE BANK OF INDIA **(30% marks, 20 sessions)**

Functions of RBI as India's Central Bank: Traditional and Promotional functions. Monetary policy – meaning; Instruments of credit control/ monetary policy - Quantitative (variable reserve requirements, open market operations, bank rate, liquidity adjustment facility through repo and reserve repo rate); Qualitative instruments.

Recommended Readings

- ❖ Bedi H. L. & Hardikar V. K. (1993): Practical Banking Advances, New Delhi, UBS, 9e
- ❖ Burton M. & Lombra R. (2000): The Financial System and the Economy: Principles of Money and Banking, Australia: South-Western College
- ❖ Gordon E. & Natarajan K. (1998): Banking Theory, Law and Practice, Mumbai, Himalaya
- ❖ Indian Institute of Banking and Finance (2008): Principles & Practices of Banking, New Delhi, Macmillan, 2.

Learning outcomes: After studying this course students will be able to understand the Banking system in India and the significance of Reserve Bank of India as the central bank of the country.

**BFS CC 8: DATA ANALYSIS AND QUANTITATIVE TECHNIQUES
(4 CREDITS: 100 MARKS)**

Objectives: *To develop the student's quantitative skills and make them proficient in various statistical techniques which are useful in the world of business and finance.*

UNIT 1: TIME SERIES ANALYSIS AND NON PARAMETRIC TESTS (30% marks, 20 sessions)

Time series Analysis – Components of Time Series – Forecasting based on Time series Analysis- ANOVA and Non-parametric Tests: Chi-Square

UNIT 2: CORRELATION AND REGRESSION ANALYSIS (30% marks, 20 sessions)

Correlation: Meaning, types of correlation, scatter diagram, Karl Pearson's coefficient of correlation, Spearman's rank correlation coefficient

Regression: meaning, lines of regression, regression coefficients, relation between correlation and regression coefficients.

UNIT 3: PROBABILITY THEORY (20% marks, 10 sessions)

Meaning, Addition and Multiplication theorem on probability, conditional probability, probability distribution- binomial, Poisson and normal distribution.

UNIT 4: INDEX NUMBERS (20% marks, 10 sessions)

Meaning, Classification, construction of index numbers, methods of constructing index numbers- simple aggregative, simple average of price relative, weighted aggregative and weighted average of price relative, quality index number and value index number, limitations and uses of index number.

Recommended Readings:

- ❖ Anderson D. R., Sweeney D. J. & Williams T. A. (2002): Essentials of Statistics for Business and Economics, London, South-Western College Publishing, 2e
- ❖ Jhamb L. C. (1987): Cases and Problems in Quantitative Techniques, Pune, Everest Pub.
- ❖ Mithani D. M. (2001): Quantitative Techniques, Mumbai, Himalaya
- ❖ Schaum's Outline (1972): Theory & Problems of Statistics, New York, McGraw-Hill
- ❖ Tulsian P. C. (2002): Quantitative Techniques, New Delhi, Pearson Education Asia
- ❖ Vohra N. D. (1990): Quantitative Techniques in Management, New Delhi, McGraw-Hill
- ❖ S. C. Gupta: Fundamentals of Statistics
- ❖ R. J. Shah: Statistical Techniques, Sheth Publishers Pvt. Ltd.

Learning outcomes: After studying this course it will help the students to analyse the data. They will be able to identify the dependent and independent variables and conduct analysis on financial data.

BFS AECC 3: BUSINESS COMMUNICATION

(4 CREDITS: 100 MARKS)

Objectives: To improve the students' basic oral and written communication capabilities; to improve the student's oral and written business communication skills

UNIT 1: BASIC LANGUAGE SKILLS (25%marks, 15 sessions)

Reading Skills –Reading Speed (careful reading, rapid reading); Comprehension; Retention; Guidelines for Effective Reading; Quick Reading Strategies Grammar & Writing Skills: Paragraph Writing, Correction of sentences

UNIT 2: ORAL & PRESENTATION SKILLS (25% marks, 15 sessions)

Oral Skills: Effective oral communication; Characteristics of oral communication; Conversation Skills, Speaking Skills; Group Discussion; Presentation Skills: Planning, Preparing, Practicing, Presenting

UNIT 3: BUSINESS LETTERS (25% marks, 15 sessions)

Letter writing -Formats of letters, Writing different types of letters Trade Enquiries -Orders and their Execution -Credit and Status Enquiries –Complaints and Adjustments -Collection Letters –Sales Letters – Circular Letters; Creative writing: Create documents in genres like poetry, drama, short stories, essays, biographies etc.

UNIT4: WRITING SPEECHES & COMPANY SECRETARIAL CORRESPONDENCE (25% marks, 15 sessions)

Speeches -Welcome Speech, Thank You speech / Vote of thanks, Speech at an inaugural function. What is a meeting; different types of meetings; conduct of a meeting; agenda and minutes of a meeting

Recommended Readings:

- ❖ Bowman J. P. & Branchaw B. P.: Business Report Writing, Holt Saunders, International ed.
- ❖ Crannell K. C. (2000): Voice and Articulation, California, Wadsworth, 4e
- ❖ Doctor R. & Doctor A. (1987): The Principles and Practices of Business Communication, Mumbai, Sheth
- ❖ Grobeck B. E., German K., Ehninger D. & Monroe A. H. (1992): Principles of Speech Communication, New York, HarperCollins
- ❖ Fischer D.: Communication in Organisations, New Delhi, Jaico
- ❖ Jones L. & Alexander R. (1996): NewInternational Business English – Workbook,Cambridge, Cambridge University Press

Learning outcomes: After studying this course it will help the students to improvise on their oral and written communication skills.

BFS AECC 4: ENVIRONMENTAL STUDIES
ABILITY ENHANCEMENT COMPULSORY COURSE
(2 CREDITS: 50 MARKS)

Objectives: To sensitise students to current environmental issues and educate them about their role in and protection of the environment.

UNIT I. ENVIRONMENTAL POLLUTION **(15 Marks – 20 Sessions)**

Definition- a) Air pollution b) Water pollution c) Soil pollution d) Marine pollution e) Noise pollution f) Thermal pollution g) Nuclear hazards ; Solid waste Management: Causes, effects and control measures of urban and industrial wastes; Role of an individual in prevention of pollution; Pollution case studies; Disaster management: floods, earthquake, cyclone and landslides.

UNIT II: SOCIAL ISSUES AND THE ENVIRONMENT **(15 Marks -20 Sessions)**

From Unsustainable to Sustainable development, urban problems related to energy, Water conservation, rain water harvesting, watershed management, Resettlement and rehabilitation of people; its problems and concerns, Case studies. Environmental ethics: Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust, Case studies. Wasteland reclamation, Consumerism and waste products. Environment Protection Act, Air (Prevention and Control of Pollution) Act, Water (Prevention and control of Pollution) Act , Wildlife Protection Act, Forest Conservation Act , Issues involved in enforcement of environmental legislation, Public awareness

UNIT III: HUMAN POPULATION AND THE ENVIRONMENT

(15 Marks – 20 Sessions)

Population growth, variation among nations, Population explosion - Family Welfare Programme, Environment and human health, Human Rights, Value Education, HIV; AIDS. Women and Child Welfare, Role of information Technology in Environment and human health, Case Studies

UNIT IV: FIELD WORK **(05 Marks - 05 Sessions)**

Visit to a local area to document environmental assets-river /forest/ Grassland/ hill/ mountain
Visit to a local polluted site - Urban! Rural Industrial Agricultural Study of common plants, insects, birds. Study of simple ecosystems-pond, river, hill slopes, etc.

Recommended Readings:

1. Agarwal, K.C.2001 Environmental Biology, Nidi Pub! Ltd. Bikaner.
2. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd. , Ahmedabad - 380013, India, Email: mapin@icenet.net (R)
3. Brunner RC, 1989, Hazardous Waste Incineration, McGraw Hill Inc.480p
4. Clark RS, Marine Pollution, Clanderson Press Oxford (TB)
5. Cunningham, W.P.Cooper, TH.Gorhani, E & Hepworth, M.T2001, Environmental Encyclopedia, Jaico Pub!. House, Mumbai, 1196p
6. De A.K., Environmental Chemistry, Wiley Eastern Ltd.
7. Down to Earth, Centre for Science and Environment(R)
8. Gleick, H.P. 1993. Water in crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute. Oxford Univ. Press. 473p
9. Hawkins R.E, Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R) 10. Heywood, VH & Watson, R.T. 1995. Global Biodiversity Assessment. Cambridge Univ. Press 1140p.

Learning outcomes: After studying this course it will help the students to understand the various ways in which environment is damaged and the ways in which environment can be protected.

BFS GEC 3: RESEARCH METHODOLOGY
GENERIC ELECTIVE COURSE
(4 CREDITS: 100 MARKS)

Objective: *To enable the student to understand the relevance process of research for management. To acquaint the students with Different Research Methods and impart Basic Skills to use Research*

UNIT 1: INTRODUCTION **(15% marks, 10 sessions)**

Meaning of research; Importance of research; characteristics of good research; scientific thinking – deduction and induction; hypothesis formulation; the research process – designing the study, formulating the research proposal, sample design, pilot testing, data collection, analysis and interpretation, reporting the results

UNIT 2: SOURCES AND COLLECTION OF DATA **(25% marks, 15 sessions)**

Primary and Secondary data; merits and demerits of each; Secondary data - Library and Internet as sources of secondary data; gathering, recording and organizing information Primary data – the survey method – personal interviews, telephone interviews, self-administered surveys – techniques and evaluation of each method; designing the instrument – question structure, question content, question wording, response strategy

UNIT 3: SAMPLING DESIGN **(20% marks, 10 sessions)**

Concepts of Universe, Population and sample, need for sampling, characteristics of a good sample, sampling methods – brief idea of different probability and non-probability sampling methods and when they are to be used; size of sample – sampling and non-sampling errors.

UNIT 4: ANALYSIS OF DATA AND PRESENTING RESULT
(40% marks, 25 sessions)

Data preparation and preliminary analysis – editing, coding, data entry, exploring, displaying and examining data – frequency tables, bar charts, pie charts, histograms, stem and leaf displays, cross-tabulation, use of percentages; using actual data to create charts (in MS Excel); Written report – components – prefatory items, introduction, methodology, findings, conclusions, appendices, bibliography; characteristics of a good report; presentation considerations; presentation of statistics – text form, semi – tabular form, tabular form and graphics; Oral presentations – preparation, delivery and use of PowerPoint for making presentations.

Students should be taught how to use a statistical package such as SPSS for simple problems and to analyse output

Recommended Readings:

- ❖ Cooper D. R. & Schindler P.S. (2003): *Business Research Methods*, New Delhi, Tata McGraw-Hill
- ❖ Goode W. J. & Hatt P. K. (1989): *Methods in Social Research*, Singapore, McGraw-Hill
- ❖ Ostle B. (1966): *Statistics in Research*, Mumbai, Oxford & IBH
- ❖ Young P. V. (1996): *Scientific Social Surveys and Research*, New Delhi, Prentice-Hall

Learning outcomes: After studying this course students will learn to identify the research problem and also to write research papers.

**BFS GEC 4: CYBER SECURITY
GENERIC ELECTIVE COURSE
(4 CREDITS: 100 MARKS)**

Objective: *To familiarise students with corporate IT security, e-commerce security and organisational security.*

UNIT 1: FUNDAMENTAL CONCEPTS (20% marks, 10 sessions)

Introduction to Computer Systems; Block Diagram of a Computer, basic functions of each components, classification of Digital Computers based on size, uses of computers; Operating System Basics – Role of Operating system, Features of the Internet, Accessing the Internet, Working on the Internet; Networks & Data Communication – The Uses of a Network, How Networks are Structured, Media & Hardware; The Internet & Online Resources How Internet Works, Features of the Internet, Accessing The Internet Working on the Internet

UNIT 2: CYBER THREATS (25% marks, 15 sessions)

Basics: Definition - Cyber Threats , Cyber Attack, Cyber Crime; Cyber Attackers –Hackers, Hactivists, Rogue Insiders, States/Nations etc; Types of Cyber Attacks: Device compromise, Service disruption, Data Exfiltration, Advance Persistent Threat(APT) ; Cyber Attack Artifacts: Viruses, Worms, Trojan Horse, Denial of Service (DoS,DDoS); Phishing, Social Engineering, Zero Day Attack, Cyber Stalking; E-Mail Spoofing, Cyber Warfare, Cyber Espionage, Cyber Vandalism; Vulnerabilities and Countermeasures: Causes of each cyber-attacks type; Counter measures to tackle each Cyber Attack artifacts.

UNIT 3: ONLINE SHOPPING: PRIVACY AND SECURITY (25% marks, 15 sessions)

Basics – Privacy, Sensitive Personal Information, Advantages & Disadvantages of Online Shopping.; Privacy Issues: Cookies and online tracking; Sharing Information when Shopping Online, Password Protection,; Privacy Policies; Problems associated with online shopping: Data Pharming; Hijackers, Spoofing, Online Fraud.; Safety measures in online Shopping: Encryption of Data Authentication (SSL, Digital Signature, Certificates, Hashing); Security Tokens; Steps to safeguard online shopping security and privacy.; Payments Methods: Different payment methods in online transactions, Safety practices, Best payment method(s).

UNIT 4: CYBER LAWS AND CYBER FORENSIC (30% marks, 20 sessions)

Information Technology Act (ITA) 2000 : Definition and Terminology - Internet Governance, E-Record, E-Contract, E-Forms, Adjudicating Officer, Affixing Digital signature, Certifying Authority, Sections - Section 43, Section 65; Information Technology (Amendment) (ITAA) Act 2008: Terminology - Communication Devices, Electronic Signature, Sections: Section 66, Section 67; Provisions/Laws related to e-commerce, Issues not covered under ITA & ITAA, Reporting cyber-crimes; Digital Evidence: Definition, Categories of Evidence, Types of Evidence, Admissibility of Evidence, Forensic Examination Standards. Forensic Investigation Steps: Evidence Collection, Preserving Digital Evidence – Special Considerations, Recovering Digital Evidence, Documenting Evidence, Documenting Evidence Analysis.

Recommended Reading:

- ❖ Introduction to Information Technology – IITL Education Solutions Limited –Pearson Education
- ❖ Data Communications and Networking Tata McGraw Hill Edition B. A. Forouzan
- ❖ Rick Lehtinen and G.T. Gangemi, Computer Security Basics, O'Reilly Media, Inc.; 2nd edition, 2006
- ❖ Wall, David, (2007). Cybercrime: The Transformation of Crime in the Information Age. Polity Publishing
- ❖ Michael Cross, Scene of the Cyber Crime, Syngress Publishing, Elsevier Publishing, 2nd Edition, ISBN 13: 978-1-59749-276-8
- ❖ Chander, Harish, Cyber Laws and IT Protection, ISBN: 978-81-203-4570-6, PHI Learning

Learning outcomes: After studying this course students will be cautious while doing online shopping and this will also help them to understand the cyber laws.

BFS CC 9: SUMMER INTERNSHIP REPORT AND SEMINAR

(4 CREDITS: 100 MARKS)

Students will write a report on the internship completed by them between semesters II & III.

The Report will be evaluated by the assigned guide. The Report must be submitted within one month of the start of Semester III, after which the internship seminars will be conducted.

Summer internship seminars will begin within one week of reopening of the college for semester III. The seminar will be an open seminar, to be attended compulsorily by all students of the class. The judges for the seminar will be the programme coordinator and one expert from industry.

**BFS CC 10: FUND BASED SERVICES
(4 CREDITS: 100 MARKS)**

Objectives: To introduce students to fund-based financial services provided by financial companies, their salient features and importance, and their present position in the Indian financial sector.

UNIT 1: MUTUAL FUNDS

(25% marks, 15 sessions)

Meaning, Nature and organization of a mutual fund, types of schemes, valuation of units, advantages of investing in a mutual fund; Mutual Funds in India – growth, performance, problems, prospects, regulatory framework, Legal Structure of Mutual Funds in India.

UNIT 2: HIRE PURCHASE FINANCE & HOUSING FINANCE

(25% marks, 15 sessions)

Hire Purchase Finance - meaning, concepts of hire purchase finance, instalment credit and consumer credit; sources of finance in India ; Housing Finance – need, nature of housing finance, fixed and floating rate home loans; sources of housing finance in India; Role of National Housing Bank; concept of mortgage and reverse mortgage; housing loans and mortgage loans, types of mortgage loans.

UNIT 3: FACTORING & FORFEITING

(25% marks, 15 sessions)

Factoring - meaning, mechanism, types of factoring agreements; advantages and disadvantages of factoring; factoring v/s bill discounting; factoring in India Forfeiting - meaning, mechanism; factoring v/s forfeiting.

UNIT 4: LEASE FINANCE & VENTURE CAPITAL FINANCE

(25% marks, 15 sessions)

Lease Financing - Meaning, definition and types of lease agreements; advantages and disadvantages from the point of view of lessor and lessee; purchase v/s leasing, borrowing v/s leasing; lease finance in India Venture Capital Financing – meaning, importance/need, scope of venture capital finance; venture capital v/s angel investors; Venture capital in India.

Recommended Readings:

1. Agarwal O. P. (2005): Environment and Management of Financial Services, Mumbai, Himalaya
- Batra G. S. (1999): Financial Services: New Innovations, New Delhi, Deep & Deep
2. Bhole L. M. & Mahakud J. (2009): Financial Institutions and Markets: Structure, Growth & Innovations, New Delhi, Tata-McGraw Hill, 5e
3. Khan M. Y. (2004): Financial Services, New Delhi, Tata McGraw-Hill
4. Mantravadi P. (2001): Financial Services, Hyderabad, ICFAI
5. Pathak B. V. (2008): Indian Financial System, New Delhi, Pearson, 2

Learning outcomes: After studying this course students will get the broader idea of the fund based services and will also help to understand the investment avenues available.

BFS CC 11: INDIAN SECURITIES MARKET
(4 CREDITS: 100 MARKS)

Objectives: *To make students aware of the various components and sub-components of the Indian securities markets, the instruments traded in these markets, the participants and procedures; the students would also learn about the role of the regulator and recent developments in the area.*

UNIT 1: MONEY MARKETS **(25% marks, 15 sessions)**

Introduction – Meaning & Definition-Features of Money Market-Importance of Money Market-Classification of Money Market Instruments – Call Money Market – Commercial Bills Market – Treasury Bill Market- Commercial Papers- Certificate of Deposits- Recent Developments in Money Market.

UNIT 2: PRIMARY MARKET **(25% marks, 15 sessions)**

Meaning & Definition – Functions – Methods of Floating New Issues: Public Issue ,Offer for Sale ,Private Placement , Rights Issue –Principles Steps : Public Issue, Offer for Sale ,Private Placement – SEBI guidelines for IPO- Players in New Issue Market- Prospectus: Types

UNIT 3: SECONDARY MARKET **(25% marks, 15 sessions)**

Meaning, features, functions and players; Role of secondary market; Difference between secondary and primary market; Stock Exchanges: role of stock exchanges, demutualization of stocks; Products in secondary markets: equity and debt investment, Market indices and Types. Listing of Securities, delisting of securities and its procedure.

UNIT 4: SEBI AND INVESTOR PROTECTION **(25% marks, 15 sessions)**

Objectives of SEBI, functions of SEBI, Powers of SEBI, SEBI's guidelines: Primary market-secondary market, Debentures, Underwriters, FII; Reforms in Indian securities market; Investor Protection Fund.

Recommended Readings:

- ❖ V.A. Avadhani: Financial Services in India, Himalaya
- ❖ Gordon & Natarajan: Financial Markets and Services, Himalaya
- ❖ Avadhani V. A. (1998): Investment and Securities Market in India, Mumbai, Himalaya
- ❖ Bal Krishan & Narta S. S. (1997): Security Markets in India, New Delhi,
- ❖ Kanishka Bhole L. M. & Mahakud J. (2009): Financial Institutions and Markets: Structure,Growth & Innovations, New Delhi, Tata-McGraw Hill, 3e

Learning outcomes: After studying this course students will understand the basics of stock market and the role of SEBI as the regulator of stock markets in India.

BFS SEC 1: PRINCIPLES & PRACTICE OF INSURANCE

(ONLINE CERTIFICATION)

(SKILL ENHANCEMENT COURSE)

(4 CREDITS: 100 MARKS)

NCFM insurance module will be offered under this course. This module aims at providing basic insight about the concept of insurance, types of insurance, and fundamentals of risk management, insurance contracts & principles.

Course provides:

- ❖ basic understanding about the concept of insurance
- ❖ Understanding about the various types of insurance, fundamentals of risk management, insurance contracts and principles etc.

**BFS GEC 5: FINANCIAL MANAGEMENT
GENERAL ELECTIVE COURSE
(4 CREDITS: 100 MARKS)**

Objective: *To acquaint the students with financial management tools and techniques in financial decision making.*

UNIT 1: FINANCIAL MANAGEMENT (10% marks, 5 sessions)

Meaning, nature and scope of finance; financial goals: profit maximization, wealth maximization; finance functions, - investment, financing and dividend decisions, Organization of finance function: Role of finance manager. Financial Mathematics: Concept & relevance of time value of money, Compounding technique, Discounting technique, Application of the concept of time value of money

UNIT 2: INVESTMENT DECISION (30% marks, 20 sessions)

Nature and significance of investment decisions, process; Project classification; Investment evaluation criteria; Non-discounting criteria: Pay-back, Accounting Rate of Return (Traditional method); Discounting criteria: Internal Rate of Return, Net Present Value, Profitability Index, NPV and IRR comparison, Capital Rationing; Risk Analysis in Capital Budgeting.

UNIT 3: COST OF CAPITAL AND CAPITAL STRUCTURE DECISIONS (30% marks, 20 sessions)

Cost of capital: Meaning and significance of cost of capital: Calculation of cost of debt, preference capital, equity capital and retained earnings; Combined cost of capital (weighted); Cost of equity and CAPM; Financial and operating leverages; capital structure theories-NI, NOI, traditional and M-M theories; Capitalization-Under Capitalization and Over Capitalization-Trading on Equity.

UNIT 4: WORKING CAPITAL AND DIVIDEND DECISION (30% marks, 15 sessions)

Meaning, need, determinants; estimation of working capital need; management of cash; inventory & receivables; Factors determining Dividend, Form of Dividends, Determinants of dividend models-Walter, Gordon & M.M. models.

Recommended Readings:

- ❖ Pandey, I.M. financial Management, Vikas Publishing House, New Delhi.
- ❖ Khan M.Y. and Jain P.K. Financial Management, Tata McGraw Hill, New Delhi.
- ❖ Keown, Arthu J., Martin, John D., Petty, J. William and Scott, David F, Financial Management. Pearson Education.
- ❖ Chandra, Prasanna; Financial Management TMH, New Delhi.

Learning outcomes: After studying this course students will be able to take proper investment decisions and select the most viable and profitable project.

BFS GEC 6: STRATEGIC MANAGEMENT

GENERAL ELECTIVE COURSE

(4 CREDITS: 100 MARKS)

***Objective:** To enable students to understand the importance of strategic management decisions; to help them develop a holistic perspective of an organization; to enable students analyse the various strategic situations facing the organization and apply the concepts learned in the classroom to real-life events.*

UNIT 1 – INTRODUCTION

(15% marks, 10 sessions)

Strategy – Meaning, Definition, Elements of strategy- mission, vision, objectives, goals, targets, types of levels of strategy; Strategic Management – Meaning, Definition, benefits of strategic management; Strategic management process.

UNIT 2 – ENVIRONMENTAL SCANNING

(35% marks, 20 sessions)

Environmental Threat and Opportunity Profile (ETOP); PEST analysis; Portfolio strategy - BCG matrix; GE Nine Cell matrix, SWOT analysis; TOWS Matrix SPACE matrix; Competitive strategy – Competitor analysis, Porter’s Five Force Model; McKinsey’s 7S Framework.

UNIT 3 – CORPORATE LEVEL GENERIC STRATEGIES (35% marks, 20 sessions)

Stability strategies; Growth strategies – Intensive Growth, Integrated Growth, Diversification Growth; Retrenchment strategies – Turnaround strategy, Captive company strategy, transformation strategy, divestment strategy; Combination strategy; Porter’s Generic strategies – low cost, differentiation, focus.

Strategic Change – Meaning, Barriers to change, Types of change, Implementation of strategic change (steps)

UNIT 4 – GLOBALIZATION

(15% marks, 10 sessions)

Globalization – Meaning, obstacles to globalization, factors favouring globalization, Globalization Strategies – Exporting, foreign investment, mergers and acquisitions, joint ventures, strategic alliance, licensing and franchising.

Recommended Readings:

- ❖ Cherunilam F.: Strategic Management, Mumbai, Himalaya
- ❖ Gupta V., Gollakota K. and Srinivasan R. (2005): Business Policy and Strategic Management – Concepts and Application, New Delhi, Prentice-Hall of India, EEE
- ❖ Lomash S. & Mishra P. K. (2005): Business Policy and Strategic Management, New Delhi, Vikas
- ❖ Subba Rao P.: Business Policy and Strategic Management

Learning outcomes: After studying this course, students will be able analyse the various strategic situations facing the organization.

**BFS GEC 7: FUNDAMENTALS OF MARKETING
GENERAL ELECTIVE COURSE**

(4 CREDIT: 100 MARKS)

OBJECTIVE: *To introduce students to the concepts of marketing and help them understand the application of the conceptual marketing frameworks.*

UNIT 1: INTRODUCTION **(25% marks, 15 sessions)**

Introduction to marketing concept, its relevance in India, marketing mix, marketing structures and systems; Environmental scanning and market opportunity analysis; Buyer Behaviour - household and institutional/organisational; Market segment and segmental analysis; Market estimation - Market potential, demand forecasting and sales forecasting.

UNIT 2: MARKETING RESEARCH **(30% marks, 20 sessions)**

Marketing Information Systems, Marketing Research, Market Planning; Product mix decisions - product identification, product life cycle, branding and packaging; New product development and management.

UNIT 3: PRICING POLICIES **(25% marks, 15 sessions)**

Pricing policies, structures and methods; Concepts of regulated prices in selected industries; Promotion decision - Communication process, promotion mix, promotion strategies with reference to consumer and industrial products. Advertising and personnel selling decision.

UNIT 4: DISTRIBUTION MANAGEMENT **(20% marks, 10 sessions)**

Distribution Management - importance of distribution in developing country; Role of middle man, identification, selection and managing dealers; Distribution Channels Management - Physical distribution; Performance and control - Marketing Audit; Case Studies and Presentations.

Recommended readings:

- ❖ Marketing Management - Kotler, Keller, Koshy & Jha – 14th edition,
- ❖ Basic Marketing, 13th edition, Perrault and McCarthy
- ❖ Marketing management – Indian context Dr.Rajan Saxena
- ❖ Marketing Management – Ramaswamy & Namkumari
- ❖ R. L. Varshuey & S.L.Gupta: Marketing Management An Indian Perspective (Sultan Chand)

Learning outcomes: After studying this course students will be able to analyse the target market through market research and will also be in the position to do the pricing of the product.

BFS CC 12: DIRECT TAXES

(4 CREDITS: 100 MARKS)

Objectives : *To provide students with an understanding of the main provisions of the Income Tax Act, 1961, and keep them up to date on current developments in this area.*

UNIT 1: CONCEPTUAL FRAMEWORK AND EXEMPTIONS

(20% marks, 10 sessions)

Conceptual Framework – Income, Agricultural Income, Residential status and incidence of tax; casual income; Definitions: (1) Sec.2 (1A) Agricultural Income, (2) Sec.2 (2) Annual Value, (3) Sec.2 (7) Assessee, (4) Sec.2 (8) Assessment, (5) Sec.2 (9); Assessment year, (6) Sec.2 (14) Capital Asset, (7) Sec.2 (13) Business (8) Sec. 2 (17) Company, (9) Sec. 2 (24) Income, (10) Sec. 2 (31) Person (11) Sec. 2 (47) Transfer, (12) Sec. 80 (B) (5) Gross Total Income (13) Sec. 3 Previous year ; Sec. 5 - Scope of Total Income Sec. 5A – Apportionment of income between spouses governed by Portuguese Civil code: Sec. 5 – Residence in India.

UNIT 2: EXEMPTIONS AND EXCLUSIONS FROM INCOME: SEC. 10

(10% marks, 5 sessions)

Agricultural Income Sec.10 (1); Income of HUF; Sec. 10 (2);Share in total income of the Firm Sec. 10 (2A);Travel Concessions from Employer Sec. 10 (9) ;Gratuity Sec.10 (10) ;Compensation received at the time of voluntary retirement Sec.10 (10C) ;Amount received under Life Insurance Policy Sec.10 (10D) ;Payment received from Provident Fund Sec. 10 (11) ;Payment received from an approved Superannuation Fund Sec.10 (13) ;House Rent Allowances Sec. 10 (13A) ;Special Allowances for expenses Sec. 10 (14) ;Income by way of interest, premium etc., from securities issued by the Central Government, etc., Sec. 10 (15) (13) Educational Scholarships Sec. 10 (21) ;Income of a Scientific Research Association, Sec. 10 (21) ;Income arising from transfer of units of Unit Scheme 1964 Sec. 10 (33) ;Income by way of Dividend Sec. 10 (34);Income from Mutual Funds Sec.10 (35)

UNIT 3: COMPUTATION OF INCOME

(25% marks, 15 sessions)

Incomes from Salaries; Income from House Property Sec. 22, 23, 24, 25, 25(AA), 25(B), 26 & 27; Profits and gains of Business or profession Sec. 28, 29, 30, 31, 32 (Excluding Depreciation Rates) ;Sec. 35 Expenditure on Scientific Research 35 A ; Expenditure on Patents & Copyrights 35 D – Amortization of certain Preliminary Expenses ;Sec. 36 Main

Clauses (Excluding Sub-Sub clauses) ;Sec. 37(1), (2), (2A), (2B), (3) ;Sec. 40, 40A, 40A(3) ;Sec. 43 (B) Sec. 44(AB), 44(AD), 44(AE), 44(AF)

UNIT 4: COMPUTATION OF INCOME

(45% marks, 30 sessions)

Income from Capital gains and income from other sources; Deductions from gross total income

(1) Capital Gains: Sec. 45, 47, 48

(No practical problems on computation of capital gains).

(2) Income from other sources: Sec. 56, 57, 58

(Elementary problems on computation of income from other Sources)

(3) Deductions to be made in computing Total Income: Sec 80 C, Sec80 CCC, Sec 80CCD, Sec 80CCE, Sec. 80D, Sec. 80DD, Sec. 80E, 80G, Sec. 80U

(4) Deduction from gross total income in respect of any income by way of interest on savings account: 80TTA; Computation of Total Income: Computation of total income and tax payable of Individuals only

Recommended Readings:

- ❖ Gaur V. P. (1974): *Income Tax Law & Practice*, Ludhiana, Kalyani Publishing House
- ❖ Malhotra H. C.: *Income Tax Law and Practice*, Agra, Sahitya Bhawan
- ❖ Manoharan T.N.: *Students Handbook to Income Tax Law*, New Delhi, Snow White
- ❖ Narang G.: *Income Tax Law & Practice*, Ludhiana, Kalyani Publishing House
- ❖ Prasad B. (2001): *Income Tax Law & Practice*, New Delhi, Wishwa
- ❖ Singhania V. K. (2004): *Direct Taxes - Law and Practice*, New Delhi, Taxmann

Learning outcomes: After studying this course students will be able to understand the Income Tax Act, 1961, and will be updated on current developments in this area.

**BFS CC 13: STOCK MARKET OPERATIONS
(4 CREDITS: 100 MARKS)**

Objective: *To introduce the student to the practical aspects of the functioning of stock exchanges in India.*

UNIT 1: INTRODUCTION TO STOCK MARKET (25% marks, 15 sessions)

Nature of stock market, growth, role and functions of stock market; Membership, ownership and management of Stock Exchanges; Overview of major stock exchanges in India- BSE, NSE, OTCEI and Regional stock exchanges; - Introduction; major indices – SENSEX, NIFTY, sectoral indices; ; Markets in US, UK, Europe & Asia; important indices – Dow Jones, NASDAQ, S&P, FTSE, Nikkei, Shanghai, Hang Sang & any other.

UNIT 2: TRADING MEMBERSHIP (25% marks, 15 sessions)

Stock Brokers; NSE Membership; surrender of trading membership; Suspension & Expulsion of Membership; SUB-BROKERS : eligibility, registration , cancellation; BROKER-CLIENTS RELATIONS: Client Registration Documents, Unique Client Code, Margins from the Clients, Execution of Orders, Contract Note, Payments/Delivery of Securities to the Clients, Brokerage, Segregation of Bank Accounts, Segregation of Demat (Beneficiary) Accounts.

UNIT 3: TRADING & SETTLEMENT MECHANISMS (25% marks, 15 sessions)

NSE: Transaction cycle and Settlement process, NEAT, Order & Trade Management, Trading rules, circuit filters, Pay In & Pay Outs, No delivery period.
BSE: Trading systems, Share groups on BSE, Settlement systems, BOLT, Types of Delivery - Bad and Short Deliveries, Auctions.

UNIT 4: RISK MANAGEMENT SYSTEMS (25% marks, 15 sessions)

Capital Adequacy Requirements, Trading & Exposure Limits, Margin requirements, Settlements Guarantee, Gross Margining, Indemnity & Insurance, Investigation & Inspection, investor protection fund.

Recommended Readings:

- ❖ Pandey I. M. (1995): *Essentials of Financial Management*, New Delhi, Vikas
- ❖ Avadhani V. A. (1998): *Investment & Securities Market in India*, Mumbai, Himalaya
- ❖ Agarwal S.: *A Guide to the Indian Capital Market*, Bharat
- ❖ Websites of NSE, BSE, SEBI & NASDAQ

Learning outcomes: After studying this course students will be familiar with the terminology and practices on major Indian stock exchanges, and recent developments in the area.

BFS CC 14: FEE BASED SERVICES
(4 CREDITS: 100 MARKS)

Objectives: *To introduce students to fee-based financial services provided by financial companies, their salient features and importance, and their present position in the Indian financial sector.*

UNIT 1: MERCHANT BANKING (25% marks, 10 sessions)

Merchant Banking – Meaning, nature and functions; merchant banking in India, role in issue management; classification and regulation of merchant bankers by SEBI.

UNIT 2: STOCK BROKING & DEPOSITORY SERVICES (25% marks, 20 sessions)

Stock Broking – meaning, types of stockbrokers, sub-brokers; stock broking in India E-broking – meaning, Indian experience.

Depository Services – meaning, role of depositories and their services, Advantages of depository system; Functioning of depository system; Depositories in India – NSDL & CSDL; Depository participants (DPs) and their role Custodial services - meaning; obligations and responsibilities of custodians; code of conduct.

UNIT 3: CREDIT RATING (25% marks, 15 sessions)

Credit Rating – meaning, functions of credit rating, Importance of credit rating; Benefits of credit rating, Benefits to rated companies, Credit rating process, credit rating agencies in India including Small & Medium Enterprises Rating Agency (SMERA), rating methodology.

UNIT 4: UNDERWRITING SERVICES (25% marks, 15 sessions)

Underwriting: Meaning, Registered Underwriters: Meaning, eligibility, regulation, rights, obligations; SEBI underwriters rules and regulations, Devolvement: Meaning, Rules; Consequences of Defaults; Underwriting commission; Types of Underwriting agreements; Agencies Underwriting in India.

Recommended Readings:

1. Agarwal O. P. (2005): *Environment and Management of Financial Services*, Mumbai, Himalaya
2. Batra G. S. (1999): *Financial Services: New Innovations*, New Delhi, Deep & Deep
3. Bhole L. M. & Mahakud J. (2009): *Financial Institutions and Markets: Structure, Growth & Innovations*, New Delhi, Tata-McGraw Hill, 5e
4. Mantravadi P. (2001): *Financial Services*, Hyderabad, ICFAI
5. Pathak B. V. (2008): *Indian Financial System*, New Delhi, Pearson, 2e
6. Dr. Ravichandra Krishnamurthy: *Merchant Banking & Financial Services*, Himalaya
7. V.A. Avadhani: *Financial Services In India*, Himalaya

Learning outcomes: After studying this course students will be familiar with the various fee based services.

BFS SEC 2: FINANCIAL STATEMENT ANALYSIS
(SKILL ENHANCEMENT COURSE)
(4 CREDITS: 100 MARKS)

Objectives: To help students develop knowledge and understanding of financial statement analysis; different tools and techniques of financial analysis and its practical application in the published financial reports of the companies.

UNIT 1: FINANCIAL STATEMENT ANALYSIS **(30% marks, 20 sessions)**

Comparative statements- Meaning and Preparation of Profit/Loss account and Balance Sheet; Common Size statements – Meaning; Trend Analysis; Value Added statement – Meaning and Preparation of Value Added Statement; Introduction to concept of Extensible Business Reporting Language (XBRL).

UNIT 2: RATIO ANALYSIS **(30% marks, 20 sessions)**

Ratio Analysis – Meaning and Functional Classification of ratios; (Profitability, Liquidity, Leverage, Turnover, Market Strength Analysis and Coverage), Calculation and Interpretation of Ratios from Balance Sheet and Income Statement.

UNIT 3: CONTENTS OF CORPORATE ANNUAL REPORTS

(30% marks, 15 sessions)

Understanding the Contents of Corporate Annual Reports; Directors Report; Management Discussion; Balance Sheet; Cash flow Statement; Significant Accounting Policies; Notes to Accounts; Auditors Report

UNIT 4: CORPORATE GOVERNANCE **(10% marks, 05 sessions)**

Understanding the contents of annual report on corporate governance with reference to Board of directors, Audit committee, Disclosure and Compliance

Recommended Readings:

- ❖ Rao M.: Financial Statement Analysis and Reporting, PHI Learning Pvt ltd
- ❖ Mukherjee A. & M. Hanif: Corporate Accounting, Tata McGraw Hill.
- ❖ Maheshwari S.N & S.K. Maheshwari: Corporate Accounting, Vikas Publication
- ❖ Shah P.: Basic Financial Accounting for Management, Oxford University Press

Learning outcomes: After studying this course students will be able to do practical application in the published financial reports of the companies.

**BFS GEC 8: COST AND MANAGEMENT ACCOUNTING
(GENERIC ELECTIVE COURSE)
(4 CREDITS: 100 MARKS)**

Objectives: To provide basic conceptual and working knowledge of the various tools and techniques of management accounting, which assists the management of an organisation in its major functions, viz. Planning, decision making and control

UNIT 1: ELEMENTS OF COSTING **(25% marks, 15 sessions)**

Definition, objectives, advantages and disadvantages of cost accounting; Distinction between cost accounting and financial accounting; Classification of cost (element wise in detail); Preparation of cost sheet

UNIT 2: PROCESS AND CONTRACT COSTING **(25% marks, 10 sessions)**

Process Costing: Excluding equivalent production, joint product, by product but inclusive of inter-process profits; Contract account for one year with Balance Sheet.

UNIT 3: BUDGETING **(25% marks, 20 sessions)**

Classification of Budgets, Preparation of Functional budgets – sales budget, production budget, cost of production budget – direct material, direct labour and overhead budget, cash budget, Flexible budget and Master budget. Practical problems to be based on cash budget, flexible budget, Zero base budgeting; Applications of marginal and differential costing as a tool for decision making – make or buy decision, Break-even analysis, shut down decision.

UNIT 4: MANAGEMENT ACCOUNTING & STANDARD COSTING

(25% marks, 15 sessions)

Meaning, definition, function, objectives, advantages, distinction between management accounting, financial accounting and cost accounting, tools of the management accountant

Standard costing and variance analysis, meaning, definition, advantages, types of variances, material cost variance, labour cost variance, overhead cost variance. Interpretation of variances: interrelationship, significance.

Recommended Readings:

- ❖ S.P. Jain and K.L. Narang Cost Accounting Principles and Practice- Kalyani Publishers, Ludhiana.
- ❖ B.K. Bhar – Cost Accounting
- ❖ Ravi M. Kishore – Cost Accounting
- ❖ S.N. Maheshwari, Management Accounting & Financial Control Sultan Chand & Sons

Learning outcomes: After studying this course students will be able to prepare budgets and understand the techniques of management accounting.

BFS GEC 9: CORPORATE RESTRUCTURING

(GENERIC ELECTIVE COURSE)

(4 CREDITS: 100 MARKS)

Objectives: *To introduce students to the concepts of mergers, acquisitions, takeovers and other related concepts, to enable them to understand the process as well as appreciate the benefits and drawbacks of all forms of corporate restructuring.*

UNIT 1: INTRODUCTION

(30% marks, 20 sessions)

Meaning of corporate restructuring, need, scope and Forms of restructuring, global scenario and Indian scenario; Planning, formulation and execution of various corporate restructuring strategies- mergers, acquisitions, takeovers, disinvestments and strategic alliances, demergers and hiving off.

UNIT 2: MERGERS AND ACQUISITIONS

(30% marks, 20 sessions)

Meaning and definition, types of merger – motives behind mergers – theories of mergers – Synergies in Mergers and Acquisitions: Financial, Human Capital – value creation in horizontal, vertical and conglomerate mergers – internal and external change forces contributing to M & A activities- Merger and Acquisitions Waves, Trends of Mergers and Acquisitions in India.

UNIT 3: TAKEOVERS

(20% marks, 10 sessions)

Meaning and concept, types of takeovers, legal aspects - SEBI takeover regulations, procedural aspects, economic aspects, financial aspects, accounting aspects, payment of consideration, bail out takeovers, takeover of sick units Takeover Strategies.

UNIT 4: FUNDING OF MERGERS AND TAKEOVERS

(20% marks, 10 sessions)

Financial alternatives, merits and demerits, funding through various types of financial instruments including preference shares, non-voting shares, buy-back of shares, hybrids, employer stock options, takeover finance, ECBs, funding through financial institutions and banks, rehabilitation finance, management buyouts.

Recommended Readings:

- ❖ Bhagaban Das, Debdas Rskhit, Sathya Swaroop Debashish: Corporate Restructuring: Mergers, Acquisitions and other Forms, Himalaya.
- ❖ Weston, Chung, Hoag, Mergers, Restructuring and Corporate Control, PHI
- ❖ S.ShivaRam, Corporate Growth through Mergers & Acquisitions, Sage Publications
- ❖ John Humphrey, Kaplinsky and Saraph, Corporate Restructuring, Sage Publications
- ❖ Sudarshan, The Essence of mergers and acquisitions, PHI
- ❖ Weston, Takeovers, Restructuring and Corporate Governance, PHI

Learning outcomes: After studying this course students will understand the process as well as appreciate the benefits and drawbacks of all forms of corporate restructuring.

BFS GEC 10: ORGANIZATIONAL BEHAVIOUR

(GENERIC ELECTIVE COURSE)

(4 CREDITS: 100 MARKS)

Objectives: *To familiarize the students with the concepts and theories underlying individual and group behaviour in organizational context, so as to help in understanding the reciprocal relationship between the organizational characteristics and managerial behaviour.*

UNIT 1: ORGANISATIONAL BEHAVIOUR (25% marks, 15 sessions)

What are Organisations? – Why do Organisations Exist? – Nature of Organisational Behaviour – Foundations of OB – Why Study OB? – Shortcomings – Organisational Arrangement for OB – Contemporary OB – Scope of Organisational Behaviour.

UNIT 2: GROUP DYNAMICS (25% marks, 15 sessions)

Nature of Groups – Types of Groups – Why do People Join Groups? – Group Development – Usefulness of Groups in Organisations – Pitfalls of Groups – Determinants of Group Behaviour – Group Structuring – Group Decision Making – Groups and OB

UNIT 3: WORK STRESS (25% marks, 15 sessions)

Meaning and Definition – The Stress Experience – Work Stress Model – Burnout – Stress Management – Stress and Performance

UNIT 4: ORGANISATIONAL BEHAVIOUR – The Emerging Challenges

(25% marks, 15 sessions)

Managing Diversity – Career Management – Talent Management – Changing Demographics of Work Force – Changed Employee Expectations – Globalisation – Technology Transformation – Promoting Ethical Behaviour and CSR – Organisational Justice

Recommended Readings:

- ❖ K. Aswathappa —Organisational Behaviour|| Himalaya Publishing House
- ❖ Rosemary Thomson & Christopher Mabey – Developing Human Resources
- ❖ Gregory Moorhead & Richy W. Griffin – Organisational Behaviour
- ❖ I.M. Prasad – Organisational Behaviour

Learning outcomes: After studying this course students will be able to understand the group dynamics and emerging challenges in organisational behaviour.

BFS CC 15: SUMMER INTERNSHIP REPORT AND SEMINAR

(4 CREDITS: 100 MARKS)

Students will write a report on the internship completed by them between semesters IV & V.

The Report will be evaluated by the assigned guide. The Report must be submitted within one month of the start of Semester V, after which the internship seminars will be conducted.

Summer internship seminars will begin within one week of reopening of the college for semester V. The seminar will be an open seminar, to be attended compulsorily by all students of the class. The judges for the seminar will be the programme coordinator and one expert from industry.

BFS CC 16: CORPORATE FINANCE
(4 CREDITS: 100 MARKS)

Objectives: *To introduce the student to various financial aspects of the functioning of corporations, the valuation of different sources of finance and to make students aware of the rationale, procedure and implications of mergers and acquisition*

UNIT 1: INTRODUCTION TO VALUATION **(20% marks, 10 sessions)**

Time value of money; Simple and compound interest rates; Continuous compounding; Real and nominal interest rates; Types of loans; Loan amortization

UNIT 2: STOCK VALUATION **(30% marks, 20 sessions)**

Stock returns, Anticipated returns, present value of returns, multiple year holding period, Constant growth model, Two stage growth model, Three phase model, Valuation through P/E

UNIT 3: BOND VALUATION **(30% marks, 20 sessions)**

Meaning, bond risk, types of bonds, Present value

Bond returns: - Holding period returns-Current yield-Yield to maturity-Term structure of interest rates-Macaulay's Duration Effects of interest rates and inflation on bonds.

UNIT 4: STOCK DIVIDENDS, STOCK REPURCHASES AND STOCK SPLITS

(20% marks, 10 sessions)

Meaning, Type, Provision in India; Dividend stability; Cash dividend v/s Repurchases; Factors affecting stock dividend; Stock repurchases and stock splits; Reverse split

Recommended Readings:

- ❖ Damodaran A (1994) : Damodaran on Valuations, New Delhi, John Wiley
- ❖ I.M Pandey (2005): Financial management,
- ❖ Pike R (1998): Corporate Finance & Investments : Decisions & strategies, New Delhi, Prentice- Hall of India

Learning outcomes: After studying this course students will be able to calculate returns on the securities.

**BFS DSEC 1: E-COMMERCE & E-ACCOUNTING
DISCIPLINE SPECIFIC ELECTIVE COURSE
(4 CREDITS: 100 MARKS)**

Objectives: To develop understanding of web –based Commerce, equip students to assess e-commerce requirements of a Business and develop e-business Plans.

UNIT 1: INTRODUCTION TO E-COMMERCE (25% marks, 15 sessions)

E-Commerce and E-Business, Categories of E-commerce, Development and growth of e-commerce, Business modules, revenue models and business process, Economic forces & e-commerce, Identifying e-commerce opportunities, International nature of e-commerce.

UNIT 2: E-MARKETING AND E-PAYMENT SYSTEMS (25% marks, 15 sessions)

E-marketing – Creating a Website, Hosting and Designing a Website, Web Marketing Strategies, Market Segmentation on the web, Advertising on the web, E-mail marketing, Creating & maintaining brands on the web. (ii) E-payment solutions – online payment basics, payment cards, e-cash, e-cheques, e-wallets, stored value cards, e-banking. Mobile Commerce (M-Com)

UNIT 3: E-CRM (CUSTOMER RELATIONSHIP MANAGEMENT) AND E-SCM (SUPPLY CHAIN MANAGEMENT): (25% marks, 15 sessions)

E-CRM – CRM, Technology in CRM, CRM capabilities & customer life cycle.
E-SCM – SCM using internet technologies, Value creation in supply chain, using e-SCM for ‘Real-time’ benefits, Building and maintaining trust in supply chain.

UNIT 4: E-ACCOUNTING (25% marks, 15 sessions)

Any One popular Accounting Package (e.g. Tally, SAP etc) Maintaining accounts with and without inventory, Creation of Vouchers and Recording Transactions, Preparation of Reports, Cash Book, Bank Book, Ledgers Accounts, Trial Balance, Profit and Loss Account and Balance Sheet

RECOMMENDED READINGS:

- ❖ E-Commerce Strategy, Technology & Applications, David Whiteley, Tata MacGraw Hill Publishing Company Ltd
- ❖ E-Commerce Strategy, Technology & Implementation, Gary P. Schneider, Cengage Learning India Pvt. Ltd., 418, F.I.E. Patparganj, New Delhi 110 092
- ❖ E-Commerce E-Business, Dr. C. S. Rayudu, Himalaya Publishing House
- ❖ E-Commerce and its applications, U. S. Pandey, Rahul Srivastava, Saurabh Shukla, S. Chand and Company Ltd., New Delhi.

Learning outcomes: After studying this course students will be able to assess e-commerce requirements of a Business and develop e-business Plans.

**BFS DSEC 2: HUMAN RESOURCE MANAGEMENT
DISCIPLINE SPECIFIC ELECTIVE COURSE
(4 CREDITS: 100 MARKS)**

Objective: *The objective of the course is to understand the basics of human resource management, to equip students with knowledge, skill and competencies to manage people along with material, information, capital and knowledge asset in the organization, to help the students in formulating their own managerial style, their assumptions and belief about 'people.*

UNIT 1: INTRODUCTION

(15% marks, 10 sessions)

Concept, function, Scope of HRM, Personnel administration, powers and Responsibilities of personnel Manager; Human Resource Planning -Meaning, Definition, Objective, Need, Scope and benefit of Human Resource Planning - Process of human resource Planning – Human Resource Management Vis-à-vis Personnel Management.

UNIT 2: RECRUITMENT AND SELECTION

(30% marks, 15 sessions)

Recruitment and Selection – Meaning – Definition – Need - Sources of recruitment: External & Internal – Factors governing recruitment – Recruitment process of internal v/s external recruitment - Advantage and disadvantages - Selection process – types of interview and common Interview problems. Job Analysis- Job description and Job Specialization - Job Enlargement and Job enrichment

UNIT 3: TRAINING & DEVELOPMENT AND COMPENSATION (40% marks, 25 sessions)

Concept and Importance, Training Programmes Management Development Programmes, Training & Performance Appraisal-Training: Meaning, Definition and Importance of training– Training process – Methods and techniques of training. Performance Appraisal: Meaning, Definition and Objective of performance appraisal, Purpose of Appraisal, Appraisal criteria, Formal and Informal Appraisal– Process and Methods of Performance Appraisal – Problems encountered in Performance Appraisal; Job Evaluation, Base and Supplementary Compensation, Linkages of compensation with Procurement and low turnover of employees, promotion, Transfer, Demotions and Separations: Concept and Strategies.

UNIT 4: ORGANISATIONAL CULTURE AND TIME MANAGEMENT

(15% marks, 10 sessions)

Promoting an appropriate organization culture, making staff work; Time Management: Meaning – Nature of tasks and time management effective time management techniques – 80/20 principle – Managing oneself and outside influences – Timetabling – Planning and control.

Recommended readings:

- ❖ David Lepak/ Mary Gowan Human Resource Management, Dorling Kindersley (India) Pvt Ltd, licensees of Pearson Education
- ❖ Dr. S.S Khanka. Human resource Management (Text and Cases), S. Chand and Co Ltd. New Delhi
- ❖ Kale, Ahmed, Industrial Management, Vipul Prakashan, Mumbai
- ❖ Kale N.G Industrial Organisation and Management, Manisha Prakashan, Mumbai

Learning outcomes: After studying this course it will help the students in formulating their own managerial style, their assumptions and belief about 'people.

BFS DSEC 3: GLOBAL BANKING
DISCIPLINE SPECIFIC ELECTIVE COURSE
(4 CREDITS: 100 MARKS)

Objectives: *To acquaint students with the performance of the global banking industry; to help students understand the risks and opportunities of doing business in today's financial markets and the challenges presented by both regulators and market participants.*

UNIT 1: INTERNATIONAL BANKING OPERATIONS (25% marks, 15 sessions)

Global trends and developments in International Banking, Wholesale banking, retail banking, private banking, inter-bank business, Asset Liability Management, Profitability of International Banking Operations, Investment Banking, International Financial Institutions; IMF, IBRD, BIS, IFC, ADB, WTO, Letter of Credit mechanism Bilateral trade, counter trade.

UNIT 2: INTERNATIONAL BANKING (25% marks, 15 sessions)

Role of IMF and World Bank in International debt crisis management, International loan agreements, Country risk and bank risk management, International debt management

UNIT 3: LEGAL & REGULATORY ASPECTS (25% marks, 15 sessions)

FEMA and Regulatory Framework in India, Exchange management and controls, Regulatory Framework, BASLE-II, Anti-money laundering laws, International competitiveness - implications and effectiveness, International accounting standards.

UNIT 4: INTERNATIONAL CORPORATE FINANCE (25% marks, 15 sessions)

Fundamental principles of lending MNC, documentation and monitoring of Corporate Finance - International credit rating agencies and global capital markets - Raising resources and its deployment- ECBs / FCNRs - International Bond Market - operations - significance - Syndicated Loans - Project and Infrastructure Finance - Role of FIIs, FDIs and EXIM Bank

Recommended Readings:

- ❖ I.M Pandey (2005): Financial management,
- ❖ Pike R (1998): Corporate Finance & Investments : Decisions & strategies, New Delhi, Prentice- Hall of India
- ❖ Indian Institute of Banking and Finance – various publications

Learning outcomes: After studying this course students will understand the risks and opportunities of doing business in today's financial markets.

BFS DSEC 4: DERIVATIVES: EQUITY AND CURRENCY
DISCIPLINE SPECIFIC ELECTIVE COURSE
(4 CREDITS: 100 MARKS)

Objective: This subject is designed to provide a basic understanding about the Derivatives and Commodity Markets to the students.

UNIT 1: INTRODUCTION TO DERIVATIVES (15% marks, 10 sessions)

Derivatives Defined; Products, Participants and Functions; Derivatives Markets; Spot versus Forward Transaction; Exchange Traded Versus OTC Derivatives; Some commonly used Derivatives; Difference between Commodity And Financial Derivatives; Physical Settlement; Warehousing; Quality of Underlying Assets

UNIT 2: INSTRUMENTS AVAILABLE FOR TRADING (25% marks, 15 sessions)

Forward Contracts; Futures Contracts; Distinction between Futures and Forward Contracts; Futures Terminology; Introduction to Options: Option Terminology - Basic Payoffs, Payoff for Buyer of Asset: Long Asset, Payoff for Seller of Asset: Short Asset; Payoff For Futures, Payoff for Buyer of Futures: Long Futures, Payoff for Seller of Futures: Short Futures; Payoff For Options - Payoff for Buyer of Call Options: Long Call, Payoff for Writer of Call Options: Short Call, Payoff for Buyer of Put Options: Long Put, Payoff for Writer of Put Options: Short Put

UNIT 3: COMMODITY DERIVATIVES (25% marks, 10 sessions)

Evolution of Commodity Exchanges; Commodity Exchange; Role of Commodity Exchanges; Commodity Derivative Markets in India; Indian Commodity Exchanges; Global Commodity Derivatives Exchanges; Recent Developments

UNIT 4: TRADING, CLEARING AND SETTLEMENT (35% marks, 25 sessions)

Trading - Futures Trading System; Entities in The Trading System; Commodity Futures Trading Cycle; Order Types And Trading Parameters; Permitted Lot Size; Tick size for contracts & Ticker symbol; Quantity Freeze; Base Price; Price Ranges of Contracts; Order Entry on the Trading System; Margins For Trading In Futures

Clearing - Clearing Mechanism; Clearing Banks; Depository participants

Settlement - Settlement Mechanism; Settlement Methods; Entities involved in Physical Settlement, Risk Management

Recommended Readings:

Pandey I. M. (1995): Essentials of Financial Management, New Delhi, Vikas

Avadhani V. A. (1998): Investment & Securities Market in India, Mumbai, Himalaya

Agarwal S.: A Guide to the Indian Capital Market, Bharat

Learning outcomes: After studying this course the students will learn the difference between Commodity and Financial derivatives, the Instruments available for trading, Trading, Clearing & Settlement of Derivative Contracts and also the regulatory framework for Derivative market in India.

BFS CC 17: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

(4 CREDITS: 100 MARKS)

Objective: *To introduce the student to the process of investment and associated considerations; to make the student aware of the theoretical basis of management of investment portfolios; to help the student learn how to analyze portfolios; to make the student aware of emerging issues in the area of investment and portfolio management*

UNIT 1: INTRODUCTION

(10% marks, 5 sessions)

Meaning and scope of Investments; Investment Process, Objectives; Investment Planning, Variables in Investment Decisions, Investment Avenues; Investment versus Speculation

UNIT 2: ANALYSIS OF PORTFOLIO

(30% marks, 20 sessions)

A. Fundamental Analysis – (a) Economic Analysis (b) Industry Analysis (c) Company Analysis; Technical Analysis – use of charts, types

B. Emerging Issues in SAPM: Blue Chips; Non-Resident Indian Investment; Foreign Institutional Investors

UNIT 3: RISK-RETURN ANALYSIS

(30% marks, 15 sessions)

Meaning of Risk-Return; types of risks; measurement of risk; Beta Analysis; Markowitz two security analysis; Portfolio construction

UNIT 4: PORTFOLIO MANAGEMENT: MEANING & APPROACH

(30% marks, 20 sessions)

Meaning, Portfolio Theory, Objectives, Efficient Portfolio, Review and Revision of Portfolio; Risk-Return Analysis; Portfolio Models – Efficient Market Hypothesis, Random Walk Theory, Dow Theory, CAPM

Recommended Readings:

- ❖ Avadhani V. A. (1997): *Investment Analysis and Portfolio Management*, Mumbai, Himalaya
- ❖ Bodie Z. & Kane A. (1995): *Essentials of Investment*, London
- ❖ Irwin Chandra P. (2002): *Investment Analysis and Portfolio Management*, New Delhi, Tata McGraw-Hill
- ❖ Fischer D. E. & Jordan R. J. (1995): *Security Analysis and Portfolio Management*, New Delhi, Prentice-Hall of India
- ❖ Strong
- ❖ R. A. (2001): *Portfolio Management Handbook*, Mumbai, Jaico
- ❖ Punithavathy Pandian: *Security analysis and portfolio management*

Learning outcomes: After studying this course it will help the student learn how to analyze portfolios and also create awareness of emerging issues in the area of investment and portfolio management.

BFS CC 18: INTERNATIONAL FINANCE

(4 CREDITS: 100 MARKS)

Objectives: To acquaint students with the methods and procedures involved in the financing of international trade and to introduce students to international finance and financial instruments; to familiarise students with emerging trends in foreign investment.

UNIT 1: INTERNATIONAL MONETARY SYSTEM (20% marks, 10 sessions)

International monetary system – need, evolution; Bretton Woods system; International Monetary Fund and the World Bank; European Monetary Union and the euro; regional financial institutions

UNIT 2: INTERNATIONAL FINANCIAL MARKETS (25% marks, 15 sessions)

International Money and Capital markets; growth and current status of international financial markets, International bond markets; Euro Currency markets; Euro Issues, ADRs, GDRs, Various International Debt instruments.

UNIT 3: FOREIGN INVESTMENT (15% marks, 10 sessions)

Foreign Direct Investment- meaning; determinants of FDI; FDI in India – trends in volume and composition. Foreign Portfolio Investment – meaning; Determinants of FPI; FPI in India – trends in volume and composition.

UNIT 4: FINANCE OF INTERNATIONAL TRADE (40% marks, 25 sessions)

Basic concepts – correspondent bank, nostro account, SWIFT; types of contracts – INCOTERMS; Finance of imports - letter of credit – meaning, types, parties, operation; Finance of exports - pre-shipment and post-shipment finance in Rupees and foreign currency; shipping documents; Export Credit and Guarantee Corporation of India – functions and role; EXIM Bank of India – functions and role

Recommended readings:

- ❖ Andley K.K & Mattoo V.J. (1996) : Foreign Exchange: Principles and Practice, New Delhi, Sultan Chand & Sons, 8e
- ❖ Avadhani V.A. (2004) International Finance, Mumbai, Himalaya
- ❖ Giddy I. H (1997) : Global financial markets, New Delhi
- ❖ Jain P.K, Peyrard J & Yadav S.S (1998): International Financial Management

Learning outcomes: After studying this course students will be aware of the procedures involved in the financing of international trade.

BFS DSEC 5: ENTREPRENEURSHIP DEVELOPMENT
DISCIPLINE SPECIFIC ELECTIVE COURSE
(4 CREDITS: 100 MARKS)

Objective: *To provide students with substantial knowledge about the requirements of setting up a firm and exercising entrepreneurship skills.*

UNIT 1 – INTRODUCTION **(25% marks, 16 sessions)**

Entrepreneur - Meaning, Definition, Characteristics, Qualities, Skills, Functions, Types; Intrapreneur - Meaning, Definition, Features, Qualities; Entrepreneurship Development - Evolution in India, Stages In Entrepreneurship Development, Factors Affecting Entrepreneurship Development and Conditions for Successful Growth of Entrepreneurship

UNIT 2 - IDENTIFICATION OF BUSINESS OPPORTUNITIES **(20% marks, 13 sessions)**

Stage 1 - Who Am I - SWOC Analysis, Identification of Business Opportunities, Steps in Business Opportunity.

Stage 2 - Study of Local Market - What Is Market Survey, Need for Market Survey, Techniques of Market Survey

Stage 3 - Selection Stage - Project Identification, Sources of Ideas, Idea Processing and Selection.

UNIT 3 - MARKET RESEARCH & PROJECT REPORT: **(30% marks, 20 sessions)**

Classification of Market, Meaning of Market Research, Sources of Market Research, Importance of Market Research, and Procedure followed to undertake a market research

Project Report: Meaning, Content, significance

UNIT 4 – INTRODUCTION TO MANAGERIAL SKILLS & PURPOSEFUL INNOVATION **(25% marks, 16 sessions)**

Human Resource Management: Meaning, Role, Importance. Financial Management: Meaning, Scope, Decisions, Role of Financial Manager, Goal of Financial Management.

Marketing management: Meaning, Functions, Marketing Mix, strategies, branding, trade mark, advertising. **Purposeful Innovation:** Seven Sources for Innovative Opportunity; Characteristics of Knowledge-based Innovation; Principles of Purposeful Innovation.

Recommended readings:

- ❖ Bhattacharya S.N- Entrepreneurship Development in India & the South East countries – Metropolitan Book Comp.
- ❖ Desai Arvind – Environment & Entrepreneurship – New Delhi, Ashish Publishing House - New Delhi 3. Dr. Deshpande Manohar – Entrepreneurship of Small Scale Industries – Deep & Deep Publication, New Delhi
- ❖ Drucker Peter – Innovation & Entrepreneurship Affiliated East-West Press Pvt. Ltd.,- New Delhi

Learning outcomes: After studying this course students will be aware of the various schemes available for self employment and will be motivated to take up entrepreneurship.

**BFS DSEC 6: MARKETING OF FINANCIAL SERVICES
DISCIPLINE SPECIFIC ELECTIVE COURSE
(4 CREDITS: 100 MARKS)**

Objective: *To equip students with knowledge about strategy, mix and promotion of Financial Services.*

UNIT 1: CATEGORIES OF FINANCIAL PRODUCTS (15% marks, 10 sessions)

Insurance, Banks, Stocks, Mutual Funds, Pension plans, other savings products – The financial services marketing environment- The distinctive aspects of services marketing; micro and macro environmental forces; new developments and trends

UNIT 2: MARKETING STRATEGY (30% marks, 20 sessions)

Planning, organizing and implementing marketing operations; marketing as a management function, Market research-Establishing a marketing information system; the marketing research process, Market segmentation – Target marketing; market segmentation, targeting and positioning the financial services organization in the marketplace

UNIT 3: THE MARKETING MIX (15% marks, 10 sessions)

Product strategy; new product development; product life cycle, pricing considerations and strategies, Distribution channels; the impact of technology; on-line marketing; multiple channel strategies

UNIT 4: PROMOTION STRATEGIES (40% marks, 20 sessions)

A. advertising, sales promotion, public relations; sponsorship; the internet as a promotion tool, People in the marketing mix; personal selling and sales force management; the selling process, Physical evidence and processes customer care, The dimensions of customer care; service quality and service recovery; global marketing

B. Regulations Governing Financial Services Marketing: Ethical issues in the marketing of financial services, Ethics in relation to the individual and society as a whole

Recommended Readings:

- ❖ Marketing Financial services-Hooman Estelami.
- ❖ The Financial Services Handbook-Evelyn enrich & Duk Fanelli.
- ❖ Marketing Financial Services – Elsevier.
- ❖ Marketing of financial services-Gordon and Natrajan

Learning outcomes: After studying this course students will be expert in marketing of the financial services which is the core business activity today.

**BFS DSEC 7: FOREIGN EXCHANGE MANAGEMENT
DISCIPLINE SPECIFIC ELECTIVE COURSE
(4 CREDITS: 100 MARKS)**

Objective: *To make students conversant with international and foreign exchange markets and the transactions therein; to make them familiar with foreign exchange rates and their calculation*

UNIT 1: FOREIGN EXCHANGE MARKET (25% Marks, 20 session)

Meaning of foreign exchange; foreign exchange as stock, features and functions of the forex market, participants, various types of forex transactions; wholesale and retail markets; management of foreign exchange: History of exchange control in India, FEMA 1999, foreign currency account; foreign trade: meaning, types, dumping, balance of trade.

UNIT 2: FOREIGN EXCHANGE RATES (25% Marks, 20 session)

Exchange rates :meaning; Exchange rate systems - fixed, floating and managed floating; factors influencing exchange rates –short-term and long-term; various methods and instruments used to make international payments; Types of forex rates –buying and selling rates applicable to different instruments, cross rates, spot rates, forward rates

UNIT 3: EXCHANGE RATE ARITHMETIC (25% Marks, 20 sessions)

Introduction-factors influencing banks rate of exchange Role of interest rates. Calculations of forward rate - quotations and dealings of Indian banks; Exchange arithmetic cross rate, forward rate, arbitrage operations. Methods of Quotation - direct and indirect

UNIT 4: BALANCE OF PAYMENTS (25% Marks, 20 session)

Meaning and Structure of Balance of Payments; concepts of Balance and Equilibrium; Disequilibrium –meaning, types, causes; measures to correct deficits in the BoP –automatic and discretionary, monetary and non-monetary measures

Recommended Readings:

O.P. Agarwal, B.K. Chaudhuri (2015): foreign trade & Foreign Exchange, Himalaya publishing House, Mumbai

Andley K. K. & Mattoo V. J. (1996): Foreign Exchange: Principles and Practice, New Delhi,

Sultan Chand & Sons, 8eAvadhani V. A. (2004): International Finance, Mumbai, Himalaya

Carbaugh R. J. (1994): International Economics, Cincinnati, South-Western College

Macmillan Jeevanandam C. (2002): Foreign Exchange: Practice, Concepts and Control, New Delhi,

Sultan Chand & Sons Keshkamat V. V. (1985): Foreign Exchange: An Introduction,

Mumbai, Vivek, 6eKeshkamat V. V. (1985): Foreign Exchange and Exchange Control

Weisweiller R. (1983): Introduction to Foreign Exchange, London, Woodhead-Faulkner

BFS DSEC 8: MUTUAL FUNDS MANAGEMENT
DISCIPLINE SPECIFIC ELECTIVE COURSE
(4 CREDITS: 100 MARKS)

OBJECTIVE: *To help students gain an in-depth understanding of this growing component of the financial services sector.*

UNIT 1: INTRODUCTION **(20% marks, 10 sessions)**

Meaning of Mutual Fund, Structure in India, Custodians of Mutual Funds (Sponsors, Trust, AMC), Role of AMC, NFOs, Registrars, Agents, Mutual Fund Classification, Types of Mutual Funds; Objectives of AMFI, Advantages of Mutual Funds, Systematic Investment Plan (SIP), Systematic Transfer Plan (STP), Systematic Withdrawal Plan (SWP).

UNIT 2: MUTUAL FUND INDUSTRY **(15% marks, 10 sessions)**

History of Mutual fund Industry in India – Formation and organization – fund accounting and valuation – Portfolio management – Performance measurement and evaluation of mutual fund schemes – unit holder’s protection.

UNIT 3: MUTUAL FUND PRODUCTS **(45% marks, 30 sessions)**

Mutual Fund Products and Features: Equity Funds: Definition, features of Equity funds, Index Fund, Large Cap Funds, Mid Cap Funds, Sectoral Funds, Types of Equity Schemes, Arbitrage funds, Multicap funds, Quant funds, P/E Ratio fund, International Equities Fund, Growth Schemes.

Gold Exchange Trade Funds (ETFs): Introduction Features, Working of ETFs, Market Making with ETFs, Creation Units, Portfolio Deposit and Cash Component.

Debt Funds: Features, Interest Rate Risk, Credit Risk, Pricing of Debt Instrument, Debt Instrument Schemes, (Fixed Maturity Plans, Capital Protect Funds, Gilt Funds, Balanced Funds, MIPs, Child Benefit Plans, Liquid Funds: Features, Floating Rate Scheme, Portfolio of Liquid funds.

UNIT 4: INVESTMENT AND PERFORMANCE MEASUREMENT

(20% marks, 10 sessions)

Evaluation of Performance of Mutual Funds: fund performance, Measuring return, Measuring risk, Risk-adjusted return, Comparing fund performance with a reference, various standardized performance systems, Limitations of performance measurement and evaluation

Recommended Readings:

- ❖ Frank K.Reilly and Keith C.Brown, Investment Analysis & Portfolio Management,7/e Thomson Publications, 2006.
- ❖ William F. Sharpe, Gordon J.Alexander and Jeffery V.Bailey, Investments, 6th edition, Prentice Hall, 2006.
- ❖ Prasanna Chandra, Investment Analysis and Portfolio Management, 3/e Tata McGraw-Hill Publishing Co. Ltd. New Delhi, 2006.

Learning outcomes: After studying this course students will know in detail about the mutual fund industry.